

## Message Text

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ACTION COME-00

INFO OCT-01 NEA-06 ISO-00 EB-07 CIAE-00 INR-05 NSAE-00

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R 131735Z DEC 74

FM AMEMBASSY CAIRO  
TO SECSTATE WASHDC 792  
INFO AMEMBASSY BEIRUT  
AMEMBASSY KUWAIT

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E.O. 11652: N/A

TAGS: BEXP EG KU

SUBJECT: TEXAS STATE IOGA TRADE MISSION

SUMMARY: TEXAS TRADE MISSION WAS GIVEN GOOD RECEPTION BY  
GOE AUTHORITIES AND SEEMED TO HAVE HAD SUCCESSFUL AND INSTRUCTIVE  
VISIT TO CAIRO. END SUMMARY.

1. IN WHAT APPEARED TO BE SUCCESSFUL VISIT, TEXAS TRADE MISSION  
MEMBERS WERE EXTREMELY PLEASED WITH EMBASSY BRIEFING, INCLUDING ONE  
AND A HALF HOURS WITH AMBASSADOR, AND SERIES OF MEETINGS ARRANGED  
BY MINISTER OF STATE FOR ECONOMIC COOPERATION AND EMBASSY.  
MISSION DIRECTOR JIM HAVEY, OF TEXAS INDUSTRIAL COMMISSION AND EMBASSY

WERE DISTRESSED BY LAST-MINUTE CHANGES IN MISSING COMPOSITION AND  
FAILURE OF ONE MISSION MEMBER TO APPEAR IN CAIRO. FURTHER,  
ALTHOUGH MISSION HAD BEEN PROMOTED AS A VEHICLE FOR AMERICAN/  
KUWAITI INVESTMENT IN EGYPT, ONLY TWO OF COMPANIES PARTICIPATING,  
KOHLER INTERNATIONAL AND WESTERN BEEF, SEEMED TO HAVE A REAL  
INVESTMENT INTEREST.

2. THE INITIAL SUBSTANTIVE CONTACT WITH GOE OFFICIALS WAS A TWO-  
HOUR MEETING WITH DR. TAHER AMIN, MINISTER OF STATE FOR ECONOMIC  
COOPERATION. MISSION MEMBERS WERE IMPRESSED WITH DR. AMIN'S  
FRANKNESS AND WILLINGNESS TO ANSWER ALL QUESTIONS. DR. AMIN,  
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REFERRING TO HIS RECENT TOUR THROUGH PENINSULA AND GULF WITH PM

HEGAZI, STRESSED NEED FOR THOROUGH FEASIBILITY STUDIES OF PROJECTS. WITH FEASIBILITY STUDIES IN HAND AND AN AMERICAN EQUITY PARTNER, DR. AMIN INDICATED THAT IT WOULD BE POSSIBLE TO OBTAIN FINANCING FROM VARIOUS JOINT-INVESTMENT COMPANIES THAT HAVE BEEN ESTABLISHED WITH OTHER ARAB STATES. THIS APPROACH BY DR. AMIN WAS NOTEWORTHY BECAUSE DR. AMIN, UNLIKE SOME OTHER EGYPTIAN OFFICIALS IN CONVERSATIONS WITH AMERICAN BUSINESSMEN HAD FOCUSED ON PROBLEMS OF PROJECT FINANCING.

3. MISSION HAD A NUMBER OF OTHER MINISTERIAL-LEVEL CONTACTS, INCLUDING MIN AG AND LAND RECLAMATION DR. MAHMOUD ABDEL AKHAR, MIN IRRIGATION ENG AHMED ALI KAMEL, AND MIN TOURISM MR. IBRAHIM NAGUIB. BECAUSE MIN INDUSTRY WAS IN EUROPE, THEY MET WITH ENG HASSAN ABDEL FATTAH IBRAHIM, DEPUTY CHAIRMAN OF GENERAL ORGANIZATION FOR INDUSTRIALIZATION. ALTHOUGH APPOINTMENTS HAD BEEN SCHEDULED WITH MIN HOUSING AND RECONSTRUCTION AND MIN PLANNING, MISSION MEMBERS WERE RECEIVED BY OTHER OFFICIALS FROM THOSE MINISTRIES. IN ADDITION, MISSION MEMBERS HAD INDIVIDUAL APPOINTMENTS BOTH IN PRIVATE SECTOR AND WITH OTHER GOVERNMENT OFFICIALS.

4. RECEPTION HOSTED BY MISSION WAS WELL ATTENDED. ON EGYPTIAN SIDE, DR. TAHER AMIN HOSTED A DINNER FOR GROUP. IN MAKING ARRANGEMENTS FOR APPOINTMENTS OF TEXAS MISSION, IT BECAME APPARENT THAT AS A MATTER OF POLICY EGYPTIAN GOVERNMENT DESIRES TO RECEIVE MISSIONS OF POTENTIAL INVESTORS AT MINISTERIAL LEVEL.

5. MISSION RECEIVED EXTENSIVE PRESS COVERAGE, INCLUDING AN ERRONEOUS REPORT THAT THEY HAD MET WITH PM HEGAZI ON DAY OF THEIR ARRIVAL. EMBASSY ISSUED AN INITIAL PRESS RELEASE PRIOR TO ARRIVAL OF MISSION. SUBSEQUENT NEWS STORIES WERE RESULT OF STATEMENTS ISSUED BY GOE. SUCH PRESS COVERAGE INCREASES EGYPTIAN EXPECTATIONS ABOUT IMMINENCE OF AMERICAN INVESTMENTS IN EGYPT.

6. LOGISTIC ARRANGEMENTS FOR MISSION WERE RELATIVELY SMOOTH, DISREGARDING ALMOST TO BE EXPECTED PROBLEMS OF RECONFIRMING HOTEL RESERVATIONS MADE MONTHS EARLIER. THIS WAS DUE IN LARGE PART TO EFFORTS OF ADVANCEMEN MCCLENNY AND HARRIS. MCCLENNY'S VISIT TWO WEEKS PRIOR TO MISSION ARRIVAL WAS AN EVENT UPON WHICH ATTENTION OF COMPETENT EGYPTIAN AUTHORITIES COULD BE FOCUSED SO THAT DETAILED PLANNING COULD BEGIN, ALTHOUGH FOLLOW UP CALLS HAD TO BE MADE ON LIMITED OFFICIAL USE

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THANKSGIVING, DAY AFTER MCCLENNY'S DEPARTURE. HARRIS' PRESENCE FOR A FEW DAYS PRIOR TO MISSION'S RRIVAL WAS HELPFUL IN TIME-CONSUMING PROCESS OF ASSURING THAT MISSION APPOINTMENTS HAD BEEN ARRANGED AND CONFIRMED ON EGYPTIAN SIDE.  
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**TAGS:** BEXP, EG, KU  
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